

## **Episode 154: Advanced Interview Tips For Handling Challenging Speakers**

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Sometimes, speakers can be a real pain in the rear. But instead of just throwing in the towel and giving up, let's talk about some expert tips for handling difficult speakers. This could be the difference between an impactful interview or a BORING one. Let's get started.

You've heard me say the success of your summit depends on the impact of your interview. You may have also heard me say a good interview is in the hands of the HOST not the speaker.

But what about when a speaker isn't the best at being interviewed. Or what if you are just getting started doing interviews. What should you do?

Well first off you should head over to our training called Interview Like A Pro and get access to a full & impactful training on how to create professional and impactful interviews.

We cover the perfect intro, how to prep like a pro, the summit story arc and our complete interview flow. Plus I give you several of my top resources for interviewing speakers.

It's a must watch for EVERY Summit host hoping to create a successful summit.

But I wanted to go a little deeper in one area today. And that is on a few tips when it comes to the interview.

Because there are a few tricky situations that can occur when interviewing certain speakers.

Maybe they are shy, or maybe they are an academic and not great at being interviewed, or maybe they are just difficult in general.

Well that doesn't have to equal a crappy interview. Let's cover some pro interview tips to help you in those difficult interview situations.

### **Pro Interview Tips**

Now onto the fundamentals of a PRO Interview. There are a lot of aspects that go into this. We are going to cover several of them so you've heard them. In the end it's important to just do your best with as many as you can.

### **Fundamental Interview Tips**

- Always remember who you are serving (Act as if your audience is there)
- Make them Look like the expert
- Be present
- Listen with curiosity
- Go in with the attitude of learning
- Don't have silence or pauses
- Bring the energy
  - Still be excited every interview even if it's your 15<sup>th</sup> one in a row.
- Find your next question in the answer to the last question.
- If in doubt go deeper - ask why, or tell me more
- Time Management
  - Know what questions you'll eliminate if going long. Have extra if going too short.
- Review Your WORK!
- Remember you are the host - Calm Your Nerves

### **Expert Tips**

- Ask the Uncomfortable Question
- Ask The Question Your Audience WANTS TO KNOW
- BE DIFFERENT!!!!!!!
- Be Creative – Do something abnormal or unusual, be funny,
- Be Entertaining
- Create Story Arch - Set up your interviews to flow
  - (Storyboard your summit)
  - Cover the importance, but will go in depth later

### **How to handle your speaker**

- The Kind Interrupt
  - "I'm going to jump in right here because I don't want the audience to miss this."
- Go Deeper
  - That's a great answer, but why do you think that really is?
  - That's a great answer, can you break that down for the audience
- The Avoider
  - That makes sense, but can you tell me specifically why X.
- Bring It Back In
  - Let me stop you there, before we get into that let's re-clarify X
- Bring it home
  - Now as we start to wrap this up, let's cover this last point.
- Save A Bombed Interview
  - The summary is in your hands
  - The summary is for your audience, you can make the session end strong.

### **Other Important Interview Tips**

- Questions should be right under the camera
- If you mess up PAUSE for post production editing & start over
- Practice your questions & interview
- Get FEEDBACK
- Have a go to follow up in case something weird happens
- Have Paper & Pen to jot down notes.
  - When questions pop into your mind – write them down so you don't forget.
- Same background is ideal
- Mute yourself when you are not speaking.
- Wear the SAME outfit the whole time (or per day)

Remember the success of your summit depends on the impact of your interview. A summit is primarily just a series of interviews. And NO ONE wants to watch 25 or 30 boring interviews.

So when you get ready to interview your next speaker get prepped and ready to create a professional and impactful interview.

Get even more skills on how this with our free training Interview Like A Pro at [interviewlikeapro.com](http://interviewlikeapro.com)

You'll be so glad you did. Plus you'll get several of my top resources that I use on EVERY interview.

Thanks for hanging with me today and I'll see you on the next episode.